

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Joseph Baumgartner et al.  
Application : 10/762,833 Confirmation No.: 5867  
No.  
Filed : January 21, 2004  
For : INTERACTIVE TELEVISION SYSTEM WITH  
TEMPLATES FOR MANAGING VENDOR-SPECIFIC  
VIDEO-ON-DEMAND CONTENT  
Art Unit : 2623  
Examiner : Robert J. Hance

New York, New York 10036  
July 17, 2008

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action mailed February 21, 2008 applicants respectfully request reconsideration and allowance in light of the following:

Amendments to the Claims are reflected in the listing of claims that begins on page 2;

Remarks begin on page 14.